

ABSTRACT

In order to achieve a universal, networkable and verifiable analysis of the projection and reception of visual and audio-visual messages to 5 determine the radius of action and the customer behavior, the invention includes at least one projection area with an input and an output sensor controlling the projection via architecturally and ergonomically arranged displays and determining of the radius of action. Also included is a consumption area with an electronic cash register recording customer behavior. Both areas can coincide. Data provided 10 from both areas is correlated in a computer. Several similar devices are connected to each other via a central station.